



Grade 10 Lesson Plan: Are You Smarter Than a Marketing Executive?

Objectives/Goals

1. Student will be able to identify the increasing trend of youth e-cigarette use.
2. Student will be able to analyze the increasing trend of youth using e-cigarettes.
3. Student will be able to analyze the influence of peers on decision-making.
4. Student will be able to explain social norms of e-cigarette use.
5. Student will be able to create a plan to address e-cigarette use in youth.

Materials

- Big Tobacco Web Scavenger Hunt
- Are You Smarter Than a Marketing Executive? PowerPoint or [Prezi](#)
- Instagram Public Service Announcement
- E-Cigarettes Summative Test

Procedure

Step #	Description	Objective # Addressed
Step 1	Essential Questions: <ul style="list-style-type: none">● What do e-cigarettes appeal to young people?	

Step 2	As students enter the class, they will begin on a web scavenger hunt at their desks.	#2
Step 3	Begin the PowerPoint or Prezi with Guided Notes <ul style="list-style-type: none"> • National trends of youth use of e-cigarettes • Marketing strategies used by Big Tobacco • Guided Notes provided below 	#1, 2, 3, 4
Step 4	Instagram Public Service Announcement <ul style="list-style-type: none"> • Students will create a PSA about e-cigarettes • Must include a hashtag and at least one fact about e-cigarettes • Provided below 	#5
Step 5	Summative Test <ul style="list-style-type: none"> • Provided below 	#1

Assessment Ideas

- Instagram PSA
- Summative Test

References

- Marie Leake, M.A.T. Albemarle County Public Schools

Handouts

- Big Tobacco Web Scavenger Hunt
- Guided Notes
- Instagram PSA Worksheet
- Summative Test

Name: _____

Pd: _____

Date: _____

Big Tobacco

Type this link into your browser to find the answers:

<https://tinyurl.com/mchsbigtobacco>

Vaping Associations say they oppose selling to minors, but 60 members were put to the test. _____ failed.

Cheer Up Big Tobacco!

(Use the small side arrows to scroll through the pictures in this section and read the blurbs)

Big Tobacco’s had a rough go of it. Between declining US smoking rates, lawsuits, and all that pesky regulation, they must really miss the good ol’ days. But chin up, we say! With E-cigarettes, they’re positioned to get back to their former glory.

There’s nothing stopping you from making gummy bear flavored e-cigs!

Teens who vape are _____ times more likely to smoke cigarettes.

With e-cigs you are allowed to advertise on _____ again!

The e-cigarette industry is estimated to grow to \$_____ Billion in the U.S. by _____.
Good for Big Tobacco. Bad for everyone else.

Science!

(Use the small side arrows to scroll through the cigarette and e-cigarette ads)

If it’s futuristic, it must be good for you, right? Just like with Chesterfield, Vuse works the high-tech angle, even going so far as to call it a “digital vapor cigarette.” What does that even mean?

What are some recurring images or themes in the cigarette and e-cigarette ads?

1. _____
2. _____
3. _____


Cigarette advertising has been banned on TV for over _____ years, but e-cig ads are on the air right now.





Every single Big Tobacco company owns at least _____ e-cigarette brand.

Name: _____ Pd: _____ Date: _____


Instagram Public Service Announcement

Directions: Draw an anti-vaping ad below. You must include at least one fact about vaping and a hashtag.

 **AreYouaFoolForJUUL** ● ● ●

Liked by **StopVaping** and **HealthSmartVA**

 **AreYouaFoolForJUUL**

Name: _____

Pd: _____

Date: _____

Are You Smarter Than a Marketing Executive?

In just one year, high school student e-cigarette usage increased by _____%. This is a nationwide _____.

There has been an increase in overall tobacco use as well.

High School:

- 2018: _____%
- 2017: _____%

The Media

There are very few marketing restrictions for e-cigarettes.

Unlike traditional cigarettes, e-cigarettes can be advertised on _____ and _____. All other tobacco products cannot.

In 2018, the FDA made it _____ for companies to label nicotine products to look like kid-friendly food products.

New Packaging Requirements

All tobacco products are now required to have a _____ label, including e-cigarettes.

The warning label must comprise at least _____% of the two largest display panels and be in a big, legible font.

Social Media Campaigns

Most recently, e-cigarette brands, like JUUL, have used _____ to market and promote their products.

For its launch in 2015, JUUL spent more than _____ to market the product on the internet.

Name: _____

Pd: _____

Date: _____

E-Cigarette Summative Test

1. What do “vapes” produce?
 - a. Smoke
 - b. A vapor
 - c. An aerosol
 - d. A mist

2. What is the addictive chemical from e-cigarettes?
 - a. Nicotine
 - b. Dopamine
 - c. Adrenaline
 - d. Benzene

3. What hormone is **released in our brain** when we enjoy something?
 - a. Adrenaline
 - b. Nicotine
 - c. Dopamine
 - d. Formaldehyde

4. E-cigarette use can double your risk of a heart attack.
 - a. True
 - b. False

5. Some chemicals found in e-cigarettes can result in:
 - a. Asthma
 - b. Lung Disease
 - c. Lung Cancer
 - d. All of the above

6. Which answers below is equal to the amount of nicotine in one JUUL pod?
 - a. Half a pack of cigarettes (10 cigarettes)
 - b. A whole pack of cigarettes (20 cigarettes)
 - c. 1 cigarette
 - d. 5 cigarettes

7. The use of e-cigarettes increases your chances of using other tobacco products.
 - a. True
 - b. False

- 8. The age to purchase nicotine products in Virginia is _____ years old.
 - a. 18
 - b. 21
 - c. 16
 - d. 25

- 9. On average, what is the number one reason teens use e-cigarettes?
 - a. The media
 - b. Availability of flavors
 - c. Their friends
 - d. False belief that they are not bad for you

10. What is at least one thing you learned during this unit?
